

## Claims

1. Apparatus for accessing a text based information service from a television programme service, comprising :
  - 5 means for providing link information for display during the television programme service, the link information being associated with a selected page of the text based information service;
  - means for receiving a page independent acceptance signal from a display controller; and
  - 10 means for providing the selected page for display in response to the acceptance signal.
2. Apparatus according to claim 1, wherein the acceptance signal corresponds to a set of keystrokes on the display controller.
- 15 3. Apparatus according to claim 2, wherein the keystroke set comprises less than four keystrokes.
4. Apparatus according to claim 3, wherein the keystroke set comprises a single  
20 keystroke.
5. Apparatus according to claim 1, wherein said link information providing means includes means for inserting the link information into a subtitle line.
- 25 6. Apparatus according to claim 5, further comprising means for highlighting the link information.
7. Apparatus according to claim 1, further comprising means for distinguishing link information from information which does not comprise a link to the text based  
30 information service.
8. Apparatus according to claim 7, wherein said distinguishing means comprises means for detecting a tag associated with the link information.

9. Apparatus according to claim 8, further comprising means responsive to the detection of a tag configured to display the link information irrespective of predetermined display preferences.

5 10. Apparatus according to claim 1, wherein the text based information service comprises teletext.

11. Apparatus according to claim 1, comprising a television programme service  
10 according to the digital video broadcasting (DVB) standard.

12. A method of accessing a text based information service from a television programme service via a television receiver, comprising the steps of providing link information associated with a selected page of the text based information service for  
15 display during the television programme service, receiving a page independent acceptance signal from a display controller and providing the selected page for display in response to the acceptance signal.

13. A method according to claim 12, wherein the acceptance signal corresponds  
20 to a set of keystrokes on the display controller.

14. A method according to claim 13, wherein the keystroke set comprises less than four keystrokes.

25 15. A method according to claim 14, wherein the keystroke set comprises a single keystroke.

16. A method according to claim 12, comprising providing the link information for display as a subtitle during the television programme service.

30 17. A method according to claim 12, including highlighting the link information to be displayed.

18. A method according to claim 17, wherein the highlighting comprises causing the link information to flash periodically when displayed.

19. A method according to claim 12, wherein the link information comprises a  
5 page number.

20. A method according to claim 12, wherein the link information includes an identification tag for distinguishing the link information from information which does not comprise a link to the text based information service.

21. A method according to claim 20, wherein the tag comprises a non-display  
10 character.

22. A method according to claim 20, comprising displaying a subtitle line which  
15 includes tagged link information irrespective of viewer preferences.

23. A program to be executed by a processor to enable access to a text based information service from a television programme service, in which link information associated with a selected page of the text based information service is displayed  
20 concurrently with a television programme image, wherein the program, when executed by the processor, implements the steps of receiving a page independent acceptance signal from a display controller and providing the selected page for display in response to the acceptance signal.

24. A program including program code for performing the steps of claim 12  
25 when the program is run by a processor.

25. Apparatus for providing a text based information service to a television receiver, comprising:

30 means for providing link information for display during a television programme service, the link information being associated with a page identifier which identifies a selected page of the text based information service; and

means for tagging the link information to indicate to the receiver that information received by it includes link information.

(a) provide link information for display during the television programme service, the link information being associated with a selected page of the text based information service;

(c) provide the selected page for display in response to the acceptance signal.